

## Organizational management system successfully implemented in Orellana

(Francisco de Orellana, Orellana. 07-08-2016).- The Ministry of Tourism, through its District 2 Coordination, implemented the initial organizational management system (SIGO for its acronym in Spanish), which aims at improving the quality of services offered by tour operators.

The process started in April 2016 and three workshops have been delivered since then with tour representatives, three personalized technical assistance, three monitoring phases to conclude with an evaluation, verifying the advances of quality management in each one of the tourism companies. The Ministry of Tourism also organized a workshop where experiences were exchanged and participation certifications were given to 6 operators.

Patricio Juank, president of the Pre-Association of Travel Agencies in Orellana, said: "We thank the Ministry of Tourism for the workshops delivered to every tour operator; this is the beginning of improvements. We've learned how to administer our companies during these three months."

The implementation of three workshops allowed tourist companies to significantly improve quality in service provision. "The goal was to have tour operators of the province improve their quality standards," Sandra Valdez, expert from District 2 coordination, said.

During the presentation of results from SIGO assessment in Orellana, María Jose Navas, from the Quality Direction of the Ministry of Tourism, affirmed that this system was implemented in Ecuador in 2014 in Mindo, province of Pichincha, and in Ibarra and Baños in 2015.

SIGO is a management tool for the improvement of small and medium-tourist companies that can be quickly implemented.

SIGO has been applied in countries like Argentina and Uruguay and the benefits achieved are: improving service provision in the tourism sector, strengthening the internal operation management of the business based on leadership and constant improvement; moreover, it increases competitiveness and optimizes positioning in the market.